

# Promising Parent Programs and GDL Enforcement Strategies and Tactics

*Sergeant Chad Sell*

*Livingston County Sheriff Department*

*Howell, MI*



*2014 Michigan Traffic Safety Summit*

# *Why we are here.....*

The CDC reported in 2010 approximately 2,700 teens from 16-19 years old were killed and almost 282,000 were injured in motor vehicle crashes.

In 2010 seven teens between 16-19 years old died every day from motor vehicle crash related injuries.

Based on per mile driven 16-19 year olds are three times more likely than drivers aged 20 and older to be in a fatal crash.

## *April 2011 Accident Analysis and Prevention*

The article titled Prevalence of Teen Driver Errors Leading to Serious Motor Vehicle Crashes showed alarming statistics among teens:

75% of serious teen driver crashes are due to “**critical errors**”

The three common errors accounting for nearly half of these crashes:

1. Lack of scanning that is needed to detect and respond to hazards
2. Going too fast for road conditions
3. Being distracted by something inside or outside of the vehicle

# *Livingston County Stats*

Our county population is slightly more than 182,000 for 565 square miles

Livingston County is known as the fastest growing county in Michigan

21% of our population is between 5- 18 years old (34,580 "kids")

A safe assumption is that there are 7,410 teens between 16-18 years old

16-18 year olds make up 4% of our county population

In 2012 they were involved in 21% of our crashes as drivers

In 2006 they were involved in 19% of crashes as drivers

76% of our population is above the age of 18 years old

They make up the other 79% of our crashes



*What we are trying to stop.....*





**HARTLAND EAGLES**



**2007**

**HARTLAND SENIOR**





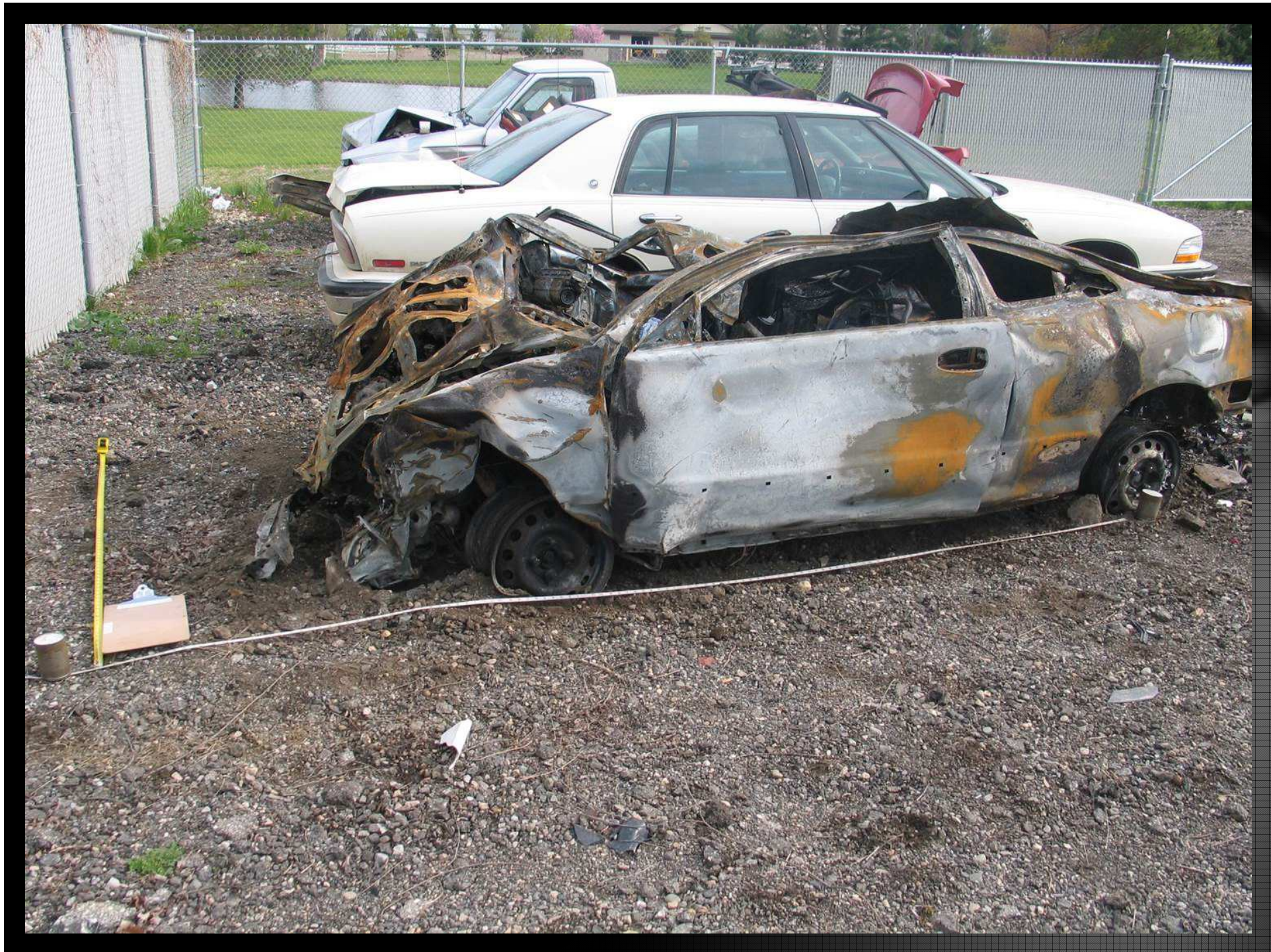














# *How we are getting involved.....*

Michigan Sheriff's Association

S.T.O.P.P.E.D.

Program





## *S.T.O.P.P.E.D. Stats*

In 2008 we started the program as voluntary to county residents

In 2009, 2010 and 2011 two of our five high schools made enrollment in the program mandatory to obtain the school parking permit

From 2008 until 2012 1,479 vehicles were registered in the program.

Only two violations were reported to MSA by Livingston County Sheriff Department personnel.



## *Making it better.....*

In 2012 we contacted all five high schools about the program.

All five high schools implemented the program as their primary parking permit.

From August 2012 until August 2013 3,608 vehicles were registered in the program.



Local Police involvement was essential

The other 8 police agencies in our county agreed to participate in reporting after a brief explanation of the program.

From August 2012 to August 2013 49 violations were reported to MSA from all of the county Police Departments.



## *Our Other Programs*

Since 2007 we have participated in presentations with local driver education programs.

In 2013 we have spoken with 127 new drivers before they hit the open road

We have also shown 68 families the dangers of poor decisions behind the wheel as part of the "Crash Course" for troubled youths.



*Talking is NOT enough!*

For years we have been telling “our kids”





DON'T  
DRINK  
and  
DRIVE





DON'T  
TEXT  
and  
DRIVE

We decided as  
law enforcement  
we had to show  
them why



# *Teen Distracted Driving Initiative*

The program started as a concept and a pipe dream

After the blessing from the county attorney and numerous drafts of liability waivers we were ready to go

The main objective outside of the training was the cost. It was imperative to keep the class free for attendees

## *Partnerships and Grants*

The program was conducted at the FT Techno of America Proving Grounds in Fowlerville.

The staff of FT Techno donated their time and track to us and the students at no cost.

Local State Farm Insurance Agent Katie Pikkarainen provided the free continental breakfast and snack throughout the day

A State Farm Grant was awarded for \$2,900 worth of "Fatal Vision" goggles for use during the program



## *Community Response*

The local Livingston County Press and Argus ran a story about our class free of charge along with the flyer.

It took one week to fill both classes!

# *The End Result*



## *What We Learned*

At the end of the class a 9 question anonymous survey was given to students and parents

The results were staggering.....

31% of students and 82% of parents admitted to texting and driving

9% of students and 21% of parents had been in a crash due to them being distracted

40% of students and 67% of parents had been in a near crash while driving distracted

4% of students and 39% of parents have driven while intoxicated

77% of students and 92% of parents have been a passenger in a vehicle with a distracted driver

9% of students and 46% of parents have been a passenger with an intoxicated driver

36% of students and 21% of parents considered themselves aggressive drivers



The surveys were only taken from  
40 students and 40 parents

*There is still work to be done!*

## *Contact Information*

Sergeant Chad Sell

Livingston County Sheriff Department

150 S. Highlander Way

Howell, MI 48843

517.546.2440

[csell@livgov.com](mailto:csell@livgov.com)